REMARKS

Applicant respectfully requests reconsideration of the present application in view of the foregoing amendments and in view of the reasons that follow.

Claims 1-6 are requested to be cancelled.

Claims 7-18 are being added.

This amendment adds, changes and/or deletes claims in this application. A detailed listing of all claims that are, or were, in the application, irrespective of whether the claim(s) remain under examination in the application, is presented, with an appropriate defined status identifier.

After amending the claims as set forth above, Claims 7-18 are now pending in this application.

A.   Claim Amendments

Support for the subject matter set forth in new Claims 7-18 is found in the Specification as follows:

Claim Limitation	Examples of Specification Support
Receiving website feature set data and central processing system for same.	Page 5, paragraph 0011; Claim 1.
Storing website feature set data in a database partitioned or indexed to each of a plurality of service companies.	Pages 5-6, paragraph 0012; Claim 1.
Generating a website based on said data and central processing system for same.	Pages 5-6, paragraphs 0011 and 0012; Claim 1.
Associating unique network addresses with each of said websites and an integration module for same.	Pages 5-6, paragraph 0012; Claim 1.

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Claim Limitation	Examples of Specification Support
Receiving at least one digital image via one or more of said websites and a file server for same.	Page 7, paragraph 0014; Claims 1 and 5.
Storing each received digital image in the portion of the database partitioned or indexed to the service company through whose website the digital image was received, and a file server for same.	Page 7, paragraph 0014; Claims 1 and 5.
Storing each received digital image in the portion of the database partitioned or indexed to a customer of the service company through whose website the digital image was received, and a file server for same.	Page 7, paragraphs 0014 and 0015; Claims 1 and 5.
Providing a customer of a service company with access to the portion of the database partitioned or indexed to the service company, and a configuration of the central processing system for same.	Page 7, paragraphs 0014 and 0015; Page 8, paragraph 0016; Claims 5 and 6.
Generating a website based on a template, and a configuration of the integration module for same.	Page 6, paragraph 0012; Claim 1.
Configuration of the integration module to accept website feature-set data including information relating to branding, a trademark, contact information, style schemes, privacy policies, a URL pointing to other related websites relating to the service company, prices for products or services, shipping options, fulfillment options and promotional material.	Page 6, paragraph 0012; Claims 2-4.

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Claim Limitation	Examples of Specification Support
Transmitting an order placed by the customer to a destination pre-selected by the service company, and a configuration of the central processing system for same.	Page 8, paragraph 0016; Claim 6.

As set forth above, no new matter has been added to the application by the amendments to add new Claims 7-18, entry of which is therefore requested.

B.   Response to Rejection of Claims 1-6 under Section 102(e) in View of Shiota, et al. ("Shiota")

Shiota describes a system by which a digital image may be transmitted to a server. The server stores the image and transmits it to a laboratory, which then prints the image. The prints are thereafter made available to the party who uploaded the image. Col. 7, lines46-57 and Col. 8, line 57- Col. 9, line 5). A single website may be provided for the customer's use in uploading the digital images (Col 8, lines 17-30). The party uploading the digital images may be provided with a password for subsequent access to the uploaded file (Col. 8, lines 9-16).

In short, Shiota teaches a system by which a single company, such as Ofoto, may receive and store image data on a server. The company's customers select it as a virtual storage and processing service for digital images. Once an image is received, the company transmits the data from its server to a photo-processing laboratory of its choosing, which prints the image according to the company's directions for delivery to the customer.

The Shiota system differs entirely from the system of the present invention. According to the invention, a number of different service companies are provided with customized, individual websites. Thus, the invention comprises, in part, providing a plurality of websites linked to a centralized processing system with one or more file servers. In contrast, no websites are generated according to the Shiota system, although a company utilizing the Shiota system may use its own website as an interface for customers. The "website feature-set data" referred to in

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the Office Action as being accepted and utilized in the Shiota system is not the kind of data utilized in the present invention. In the invention, the data is used to create individualized websites for a plurality of photolabs that provide the data for that purpose. In Shiota, the information referred to in Col. 8, lines 17-30 and Col. 10, line 59- Col. 11, line 21 (cited in the Office Action as being "website feature-set data") is simply a digital image and ordering information received from a customer.

Further, according to the invention, customers who choose to retain a photo-processing lab do so directly, by transmitting their image via the photo-labs website into a database partitioned or indexed to the selected lab, in which the uploaded image is stored. From the customer's point of view, they are communicating directly with the photo-processing lab itself, in contrast to doing business with a middle man which, by using the Shiota system, makes the selection of the photo lab to fulfill the customer's printing requirements (see, e.g., Col. 10, lines 13-21, selection of photo-processing lab is made by the "WWW application server 36").

For at least all of these reasons, Shiota does not anticipate the present claims. Reconsideration and withdrawal of the rejection under Section 102(e) is therefore requested.

Applicant believes that the present application is now in condition for allowance. The Examiner is invited to contact the undersigned by telephone if it is felt that a telephone interview would advance the prosecution of the present application.

The Commissioner is hereby authorized to charge any additional fees which may be required regarding this application under 37 C.F.R. §§ 1.16-1.17, or credit any overpayment, to Deposit Account No. 50-0872. Should no proper payment be enclosed herewith, as by a check being in the wrong amount, unsigned, post-dated, otherwise improper or informal or even entirely missing, the Commissioner is authorized to charge the unpaid amount to Deposit Account No. 50-0872.

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If any extensions of time are needed for timely acceptance of papers submitted herewith, Applicant hereby petitions for such extension under 37 C.F.R. §1.136 and authorizes payment of any such extensions fees to Deposit Account No. 50-0872.

Respectfully submitted,

Date ____6-22-2005____   By __Stacy L. Taylor (signature)__

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